



FLOORS

THAT KEEP HOMES

IN

FASHION

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From the collection of:

Jim Draeger

FLOORS

T H A T K E E P H O M E S

I N

F A S H I O N

ARMSTRONG CORK PRODUCTS COMPANY
FLOOR DIVISION ~ LANCASTER, PENNA.

ATLANTA . BOSTON . BUFFALO . CHICAGO . CINCINNATI . CLEVELAND . DALLAS . DENVER . DETROIT . KANSAS CITY
LANCASTER . LOS ANGELES . MINNEAPOLIS . NEW ORLEANS . NEW YORK . ST. LOUIS . SAN FRANCISCO . SEATTLE

CONTENTS

Room Planning Made Easy - - - - -	3
Work-Saving Kitchens - - - - -	6
Bedrooms Beautified - - - - -	8
Guest Rooms That Say, "Come Again!" -	9
New Bathrooms for Old - - - - -	10
New Recipes for Space-Saving Dining- Rooms - - - - -	12
For Gay Mornings and Evenings - - -	14
What Others Have Done - - - - -	16
Installation - - - - -	18
Save Cleaning Care - - - - -	20
Round-the-House Ideas - - - - -	21
More Beautiful Walls - - - - -	22
Jaspé and Plain Linoleum - - - - -	24
Special Floor Designs - - - - -	26
Embossed Linoleum - - - - -	27
Marble Designs - - - - -	31
Armstrong's Quaker Rugs - - - - -	35

ROOM PLANNING MADE EASY

WHEN YOU BEGIN WITH COLORFUL
ARMSTRONG FLOORS



"I F I could only see how my finished room will look!" The purpose of this book is to make this wish come true—and to save you many of the disappointments of home decoration.

Before you make your armchair visit to the rooms pictured here, let us tell you why all of them have had such happy endings. In each case the floor is a definite, colorful part of the room picture. That is the secret of planning any room. Instead of being considered last—or not at all—the floor is the very first thing an experienced home decorator does something about! In truth, a beautiful room begins with the floor.

Today, thanks to modern linoleum, it is easy to do something about floors. This book brings you a parade of floor fashions such as the decorator of a few years back could only dream about. Yet you can have any of these fine floors—or even special designs of your

own creation—installed right over your present floors. The cost will be little. The time—less than a day. Your house won't be all upset. What is more, your new Armstrong Floor will last for generations without expensive refinishings. It will save you cleaning care every day. It will give you new warmth and comfort underfoot.

But we started to tell you about a simple method for making rooms come out right. The Armstrong Bureau of Interior Decoration, under the direction of Hazel Dell Brown, developed this method several years ago.

Here it is. Go to your local linoleum dealer, or select from this book the type of linoleum design that is in keeping with the style of the room you want to decorate. Let the colors in the floor suggest the colors you will use for wall finishes, draperies, wood trim, and rugs. Then obtain actual drapery and wall finish samples, and color

swatches for trim and other accent notes. Make up more than one scheme. Compare them. Your own good taste will soon guide you to the happy combination that will "behave" in the finished room.

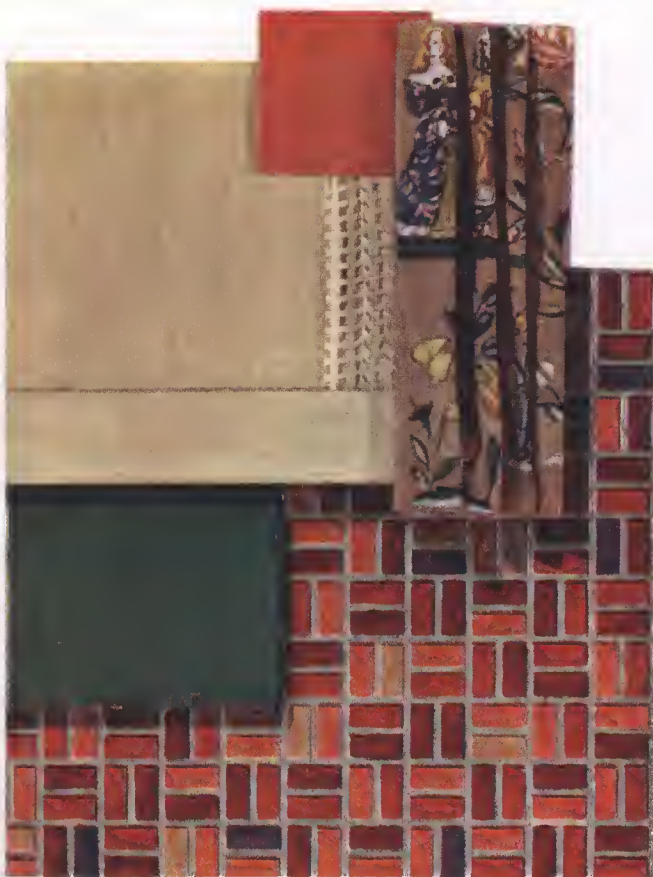
Each of the four color schemes pictured on the opposite page was arrived at by this simple method of choosing, discarding, and matching samples that were gladly supplied by the manufacturers or by local shops. Each is a scheme that will work out successfully in the particular room for which it was planned.

If you still hesitate about going ahead, please write our Bureau of Interior Decoration. Describe the room or rooms you want to do over. Just use the "Decorator's Data Sheet" in the back of this book. Fill it out carefully, and Mrs. Brown will send you, without charge, specially selected color scheme set-ups of actual decorative materials that are bound to be helpful.

CHECK THIS FLOOR SCORE CARD

This rating of leading types of floor materials shows at a glance why linoleum has stepped to the front so rapidly in the past decade.

	Color	Design	Texture	Comfort	Ease of Cleaning	Ease of Installing	Long Wearing	Moderate Cost	Inexpensive Upkeep	Quiet	Per Cent
Marble	✓	✓	✓		✓		✓		✓		60
Tile	✓	✓	✓		✓		✓		✓		60
Terrazzo	✓	✓	✓		✓		✓		✓		60
Cement	✓	✓	✓		✓		✓		✓		60
Wood		✓	✓			✓	✓	✓			50
Linoleum	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	100



Pine Linowall and wood trim are perfectly complemented with a shaded embossed tile linoleum floor, Pattern 6240. The ruggedness of handblocked linen overdrapery, the craft quality of the basket weave glass curtain, homespun upholstery in old red, and Scotch wool rug illustrate the principle of harmonious texture.



A handsome Zuber wall paper is well balanced with a cork brown linoleum floor, Pattern 6280. The new type of interliner is noteworthy. Adapted to hall, dining-room, breakfast room, or even the living-room. Orange glass curtain and jaspé cloth overdrapery contrast pleasantly with the blue-green rug and upholstery.



This floor is brown Marbelle No. 05 with inset border strips of jade green No. 42 and white No. 23 plain linoleum. The Linowall is No. 700 finished at the floor with Armstrong's Plain Brown Cove and Base. Fixtures or cabinets may be finished ivory and the draperies fashioned of brown and white glazed gingham.



A floor in a smart plaid arrangement, Pattern 161, is interestingly combined with travertine Linowall—for hall, dining-room, or breakfast room. Wood trim is cream-gray striped in black; overdrapery, glazed chintz in a Chinese pattern; glass curtain, champagne color; upholstery, apricot; and rug, tete de negre.

PLAN

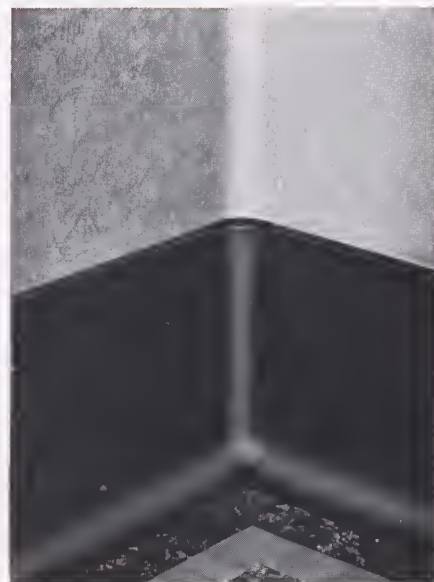
A WORK-SAVING KITCHEN



"Come, see my kitchen," invites many a proud housewife these days. For kitchens have learned to be so gay and carefree. This is one room in which you can be quite daring with color and if you plan it right, provide for work-saving, too. What gayer choice than this Armstrong Floor, No. 5531? What better way to reduce cleaning care? Its beauty will not dim easily with tracked-in dirt and spilled things.



Round corners! . . . Will that mean easier house-keeping? Just ask any lucky woman whose kitchen has been made complete with Armstrong's Metal Back Cove and Base faced with linoleum.





Cabinet tops, drain boards, and other working surfaces in your kitchen can be made colorful and a lot easier to keep spick-and-span with plain or Jaspé linoleum. In the kitchen below, tops are Armstrong's Canary Yellow Linoleum, No. 48. For other work-saving suggestions see page 21.

Below is another sunny suggestion for right housekeeping. The floor that so attractively carries out the modern decorative note is Armstrong's Straight Line Inlaid Linoleum, No. 14240. Among its many features is a superior finish, smooth to the eye and to the touch. And the floor stays clean with a daily dusting

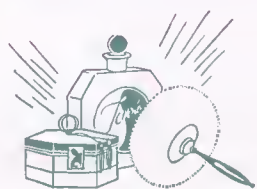
and an occasional waxing.

In both these cheery kitchens is another labor-saving Armstrong creation—Linowall. This modern wall material, like linoleum, is soil-proof, long-wearing. By all means read pages 22 and 23 for a more complete description of Armstrong's Linowall.



BRING

NEW BEAUTY INTO BEDROOMS



This room was really planned as a best-of-all gift for a very lucky girl. It is feminine in every characteristic, yet modern and "swank" enough for today's tempo. It is one gift, too, that won't easily show its age. For a room is as young as its floor. And the floor in this room is Armstrong's Inlaid Linoleum—Royal Blue Jaspé No. 18 with white Linostrips forming the modern design. (This idea of individually designed floors is described further on page 26.)

A floor like this brings comfort as well as beauty to a bedroom. It's so springy and foot-easy; warm and quiet. Do not overlook the fact that this floor can be dusted jiffy-quick. Please note, too, the interesting cork paneled furniture, another modern note.

WELCOME

GUESTS WITH ROOMS LIKE THIS

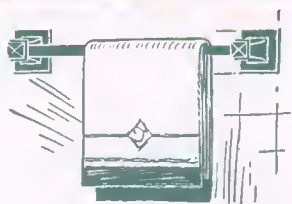


"Their guest room made me feel at home the moment I stepped into it . . . so comfortably cozy . . . so alive with loveliness." Thus another guest expresses the welcome so carefully built into this room by a smart hostess. She began, as many decorators do today, with the floor . . . a spread of modestly colorful plaid (Armstrong's Embossed Inlaid No.

5470). It's restful and quiet underfoot—and just as kind to the hostess as to the guest. A quick dusting cleans it. Occasional touching up with Armstrong's Linogloss Wax (self-polishing) keeps its colors glowing. We'll be glad to furnish specifications for building this room.

MAKE MODERN

BATHROOMS OUT OF OLD



One thing that so often gives away the age of a house is the bathroom. Yet with two simple, inexpensive changes, any bathroom can be made really attractive. First hide the old worn floor under a fresh sparkling pattern of Armstrong's Linoleum. Then, right over the old plaster or wallboard, install Armstrong's Linowall. This new washable wall material (see pages 22 and 23 for the story and patterns) has all the good housekeeping advantages of Armstrong's Linoleum. It's easily installed, easy to clean, and long lasting. Join the wall and floor with Armstrong's Cove and Base, and presto! you have a new bathroom—and a much more livable house. In the room above, Linowall No. 721 covers the old plaster, while Armstrong's Straight Line Inlaid Linoleum No. 247 transforms the floor.



Below is another made-over bath that owes its smart youth to floors of Armstrong's Embossed Inlaid Linoleum and walls of Armstrong's Linowall, No. 751. The result was such a happy one that the "fixing-up" was carried into the hallway, with startling effect. What had hitherto been a small, cramped stair landing blossomed with spaciousness and charm . . . mainly due to the sweep of Armstrong's Rose Taupe Jaspé (No. 14), bordered with plain blue and chocolate—another example of Armstrong's Linoleum magic.



SAVE

SPACE WITH DOUBLE-DUTY ROOMS



When day is done, almost any dad would gladly hurry home to this cheerful combination living-room and dining-room. It's so joyously livable, so friendly in the firelight, and so practical where space is limited. And any mother would feel a delicious thrill of contentment every time she looked at a floor that stays so lovely. Perhaps you have a room that's not quite so gay and inviting as you wish. Picture it with this new floor of Armstrong's Linoleum No. 6271, or any favorite color. Then take your room measurements to the store you like best and learn how much lasting beauty even a little budget can afford.

CLASSIC

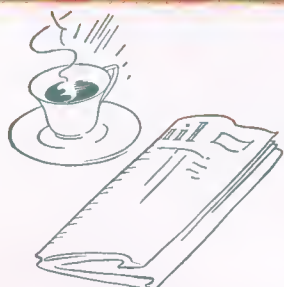
CHARM FOR SMALL ROOMS



At first this room, only 8 x 9 feet, seemed too small to decorate. What makes it look so grand and spacious now? Glance underfoot. That Armstrong Floor was planned to give the illusion of size—only one of many inexpensive special designs you can create with Armstrong's Linoleum. Marbelle No. 02 forms the field set off by a white border strip. The gun metal mirror was another happy thought, reflecting just enough to push back the walls. The whole effect is a classic charm that makes you forget this room's actual tininess. The kitchen floor is Armstrong's Straight Line Inlaid No. 14222, the wall, Armstrong's Linowall, Ivory No. 752.

COLOR

BRIGHTENS THESE SUN ROOMS



Even on gray days, this morning-room is gay. For the floor has captured the radiance of a Spanish sunrise. It's Armstrong's Embossed No. 6253. Notice the interesting play of light and shadow across this floor. That's because Armstrong's Embossed Linoleum has a natural, realistic texture. Interliners are pressed slightly below the surface. The tiles, too, are shaded to emphasize the handcraft texture. These exclusive features of Armstrong's Embossed Linoleum make it an ideal floor for the colorful peasant type of furnishings so popular today. There are designs that fit in perfectly with the Mexican and Spanish vogue, others that mirror gay Mediterranean homes. See them at stores near your home and you'll agree that they are happy inspirations to the home decorator.



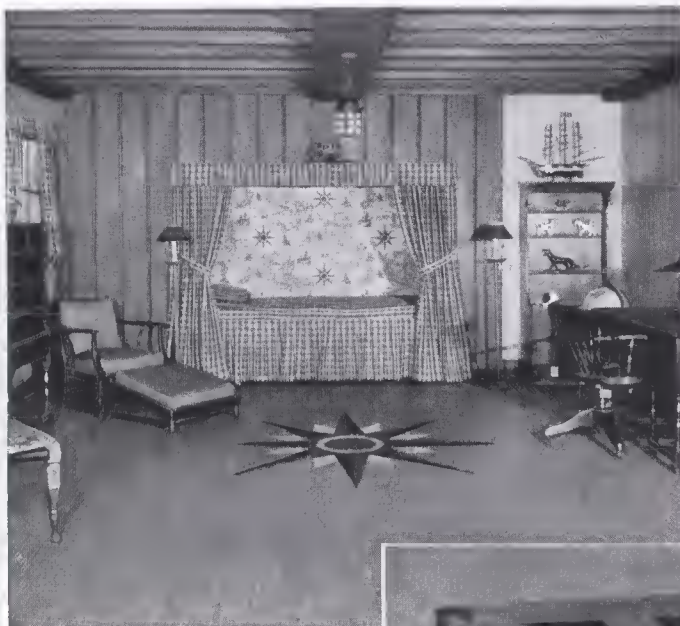
Fortunate indeed is the woman who has discovered how easy it is to capture lasting good cheer for the rooms of her home with the lovely new fashions in Armstrong's Linoleum. The sun room below is but one example. In this roomful of summer sunshine notice the unusual way in which the linoleum (Pattern 3350 Embossed) has been laid. The material has been cut so that the rich red tiles run diagonally across the room, crossed by lengthwise strips cut from the same piece. The interesting tile design is accented by a simple, inexpensive border of Plain Linoleum, Terra Cotta No. 25. Here is a floor as modern as the glass-brick wall above it.



IT'S BEING DONE . . .

ARMSTRONG'S LINOLEUM FLOORS

FORT WORTH, TEXAS sends this picture of a kitchen in a hotel suite. The floor is plain white Armstrong's Linoleum with special sixteen point star and diamond border in contrasting colors.



IN SEATTLE, WASHINGTON—An Armstrong room published several years ago served as the inspiration for this nautical room. The floor is green Jaspé with orange, jade, and terra cotta compass.



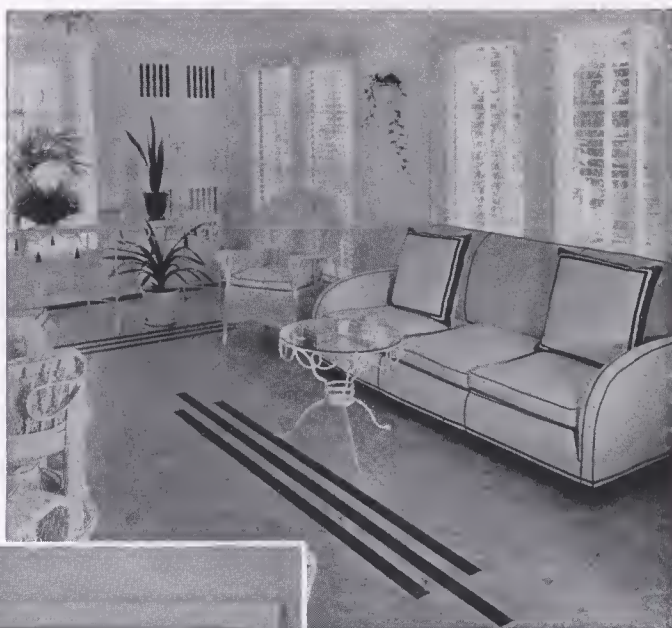
OMAHA, NEBRASKA'S Junior Chamber of Commerce built a model home and selected Armstrong's Linoleum for the floors. Plain linoleum with Lino-strip border is in the living-room; Marble No. 161 in the dining-room.

From all points of the compass come pictures and stories of homes that have been made new again with Armstrong's Linoleum Floors. It's no longer considered daring to install these attractive floors in the better rooms of your house. Leading decorators will tell you that it is the fashionable thing to do. Home magazines, month after month, feature this smartest of decorating ideas. Remodeling exhibits from coast to coast demonstrate its effectiveness. And

AMERICA'S FINEST HOMES HAVE ACCEPTED VERY ROOM IN THE HOUSE



HARTFORD, CONNECTICUT offers this model bathroom for those about to build or remodel. The floor is No. 09 Marbelle with special inset and border. Walls and star cornice are Armstrong's Linowall.



IN HOLLYWOOD, CALIFORNIA the sun has literally been brought indoors by the selection of Marbelle No. 03 for this sun room floor. Modernistic strips of plain black linoleum complete the design.

this book is still another convincing proof of the modern beauty that is brought to all types of rooms by Armstrong Floors.

May we suggest that you see the newest Armstrong Floor creations at your local linoleum, furniture, or department store? Take with you measurements of that room you are thinking of re-decorating. Then the merchant can tell you exactly how little it actually costs for the lasting satisfaction of reflooring with Armstrong's Linoleum.



IN CINCINNATI, OHIO, you will find this unusual studio and hall. And much of its charm is due to the striking Armstrong Floor—silver gray for field, offset by star and border effects of white, eggplant, and jade green.



1. The old floor will soon be hidden forever under a layer of lining felt. This felt takes up expansion and contraction of the old floor, adds warmth and springiness.



2. Next the linoleum is firmly cemented to the lining felt. It is trimmed and tailored to fit the room exactly.



3. Edges are carefully matched. Seams are carefully cut. So expert is this work that the finished seams are scarcely visible. There are no crevices to collect dirt.



4. The whole floor is rolled and seams weighted down with sandbags. In a few hours the room will be ready for use.

5. Then the border is carefully tailored to fit under baseboards, into recesses, around corners, and across doorways. It, too, is permanently cemented in place.



The Armstrong method for installing linoleum as a permanent built-in floor is simple. It was carefully developed at the Armstrong Laying School, and is based upon years of study and experience with all types of floors under all conditions.

Briefly, the method is this: Floor boards are first made tight and level. Then a layer of Armstrong's Lining Felt is pasted over the floor and rolled smooth. Next, the linoleum—measured and cut to fit exactly—is pasted to the felt, and rolled smooth. Edges are so carefully matched, seams so carefully cut, you can scarcely detect where one piece stops and the other begins. The result is a permanent floor, smooth as a table top—without a single crack or crevice to gather dirt.

The lining felt is very important. It takes up the contraction and expansion of the floor boards caused by seasonal changes in temperature and

LIFETIME WEAR



6. Here's the completed room with its trimly tailored Armstrong Floor, Embossed Design, No. 6310. A quick job, but a permanent one. And please notice the paneled walls. They are Armstrong's Linowall, Knotty Pine No. 900—also proof against work and worry and costly refinishing bills.

humidity. As a result, your linoleum floor cannot crack or buckle. In addition, the lining felt adds to the natural resilience and warmth of the linoleum.

This Armstrong method is thorough, simple, and quick. A floor can be laid in the average-sized room in a single day, with a minimum of bother and upset. No dust or dirt. No second call for refitting. Between breakfast and tea time, your room will be transformed with a brand-new, lifetime floor.

LESS HOUSEWORK

WITH LINOLEUM FLOORS

Less work and more hours for leisure have always been the big promise of Armstrong's Linoleum Floors. And you will fully enjoy these benefits if you observe the few simple rules illustrated here.

First be sure that there are no sharp edges on the legs of your furniture. Put gliders or cups under the heavier pieces.

Armstrong Floors are dirt resistant. Tracked-in dirt and spilled things will wipe right off.

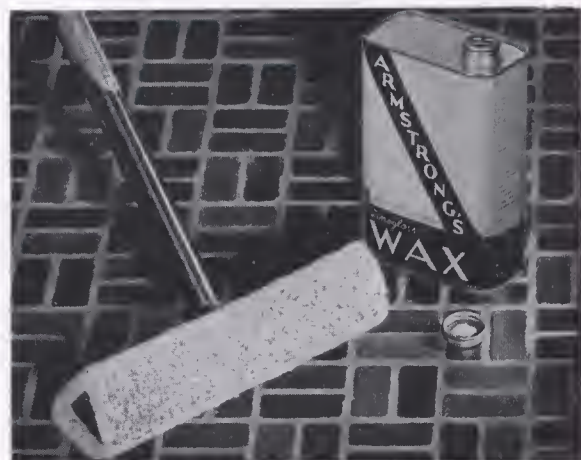
It is seldom necessary actually to scrub or even use a wet mop on an Armstrong's Linoleum Floor. And it is possible to maintain it by an occasional waxing with Armstrong's Linogloss Wax. This easily applied liquid wax will give your floor a rich sheen and increase its wear resistance. In addition to bringing out the colors of the linoleum and thus adding greatly to its appearance, the wax actually takes the wear and saves the linoleum surface.

Daily care is a matter of minutes. A few strokes with a dry mop should do everything that's neces-

sary to remove surface dirt. With this simple care, your new Armstrong's Linoleum Floor will last for years and retain its glowing lustre and the brightness of its colors indefinitely despite the hard usage it receives.



Gliders cost little, make heavy furniture easier to move, and protect the linoleum floor.



When your new linoleum floor is installed, go over it with Armstrong's Linogloss Wax. Apply with cloth or wax applicator. No need to polish unless you want a high gloss.



Remove all dust and dirt with a dry mop. Do this daily and scrubbing will seldom be necessary. Occasionally renew the protective wax film with Armstrong's Linogloss Wax.



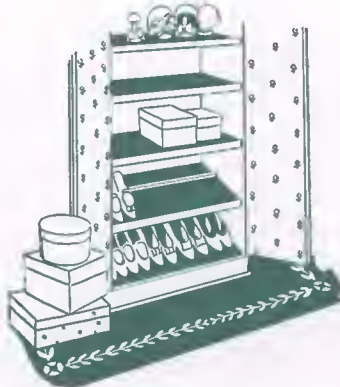
Spilled things wipe up easily, and never mar with tell-tale stains. Should it ever seem necessary to wash your linoleum floor, use only mild soap or Armstrong's Floor Cleaner, a sanitary preparation that efficiently removes all dirt from painted walls, woodwork, and metal furniture as well as linoleum and other floor materials.

7 BEAUTY IDEAS

THAT SAVE WORK



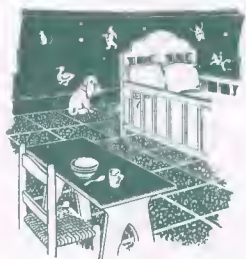
Just the thing to make gay kitchen shelves.



Linoleum is ideal for wardrobe shelves and shoe racks.



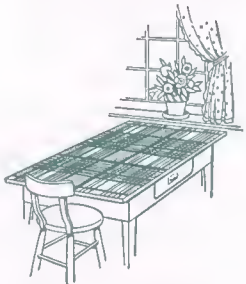
Dress up your cellar steps with linoleum treads.



Cover children's tables with sanitary linoleum.



No better playing surface for chess and card tables.



Soil-proof linoleum transforms the kitchen table.



Smart . . . and spilled things can't mar this dressing table top.

Frankly, most of the suggestions on this page originated with housewives. We've just added one or two. And it's only natural that women should discover these uses. For the very qualities of color and cleanliness that make Armstrong's Linoleum a popular floor render it ideal for these uses, too.

You'll find that linoleum which harmonizes with your kitchen floor makes a very attractive and satisfactory covering for closet shelves. You can clean them quickly and easily with a damp cloth, and never need bother with mussy shelf paper or wrinkly sticky oilcloth.

Other closet shelves, too, may be covered with linoleum. Table tops, desk tops, window boxes, tray bottoms, window shelves, and stair treads are just a few more of many such uses of linoleum.

Your local linoleum merchant can supply you with small pieces of linoleum for these purposes. And when you have a new floor installed, you'll find many useful little odds and ends left over from the job. Don't allow them to be thrown away. You will be able to employ these pieces to good advantage in many different ways about your house. And after you've followed one or two of these suggestions you'll really be surprised to discover what a practical material linoleum is.

CHOOSE LINOWALL .



Armstrong's Linowall—Knotty Pine No. 900. A faithful reproduction of aged wood without mechanical repetition of design.



Armstrong's Linowall—Peach No. 705



Armstrong's Linowall—Walnut No. 736



Armstrong's Linowall—Green No. 700

FOR LASTING WALL BEAUTY



Armstrong's Linowall
—Parchment No. 737



Armstrong's Linowall
—Blue No. 751

In new building, in remodeling, one big question is, "What to do about the walls?" Walls are so closely allied to floors that it was only natural for the makers of Armstrong's Linoleum to develop a wall material as colorful and soil-proof as a linoleum floor. This new material is called Armstrong's Linowall. It is a permanent wall covering distinguished not only by its rich decorative beauty and sanitary qualities, but also by its ease of application, extreme durability, and freedom from upkeep and refinishing costs.

Linowall is a smooth resilient inlaid linoleum composition processed firmly on a closely woven fabric back. It is available in

rolls of several widths to take care of varying wall areas, either full or wainscot height. Quickly and easily installed, Linowall may be cemented right over old plaster or wall-board. Seams are water-tight.

Here are only a few of the many beautiful patterns now available in Armstrong's Linowall. You can see these and other Linowall effects in actual rooms if you turn to pages 6, 7, 10, 11, 13, 17, and 19. As you look at these rooms, remember that the walls are as permanent as the floors—and as easy to keep looking fresh and new! Your merchant will give you more complete details, or write to us for a specific answer to your problem.

JASPÉ AND

IDEAL FOR CUSTOM-BUILD

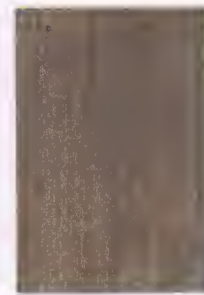


No. 10 Rust
Jaspé Linoleum



No. 11 Marine Blue
Jaspé Linoleum

The wide range of colors in Jaspé and Plain Linoleum inspires floors of special design. At the left is an interesting floor formed with Linostrips and Plain Linoleum. A simple border is illustrated on page 25. More intricate designs are



No. 12 Taupe
Jaspé Linoleum



No. 8 Teak Brown
Jaspé Linoleum



No. 16 Malay Brown
Jaspé Linoleum



No. 19 Hunter Green
Jaspé Linoleum



No. 17 Autumn Brown
Jaspé Linoleum



No. 9 Tan
Jaspé Linoleum



No. 33 Chartreuse
Plain Linoleum



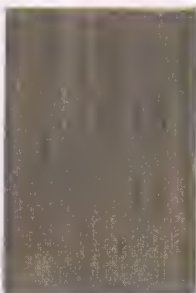
No. 26 Silver Gray
Plain Linoleum



No. 47 Eggplant
Plain Linoleum



No. 14 Rose Taupe
Jaspé Linoleum



No. 13 Driftwood Gray
Jaspé Linoleum



No. 15 Steel Gray
Jaspé Linoleum



No. 011 Apple Green
Jaspé Linoleum



No. 22 Dark Gray
Plain Linoleum



No. 37 Deep Rose
Plain Linoleum



No. 38 Turquoise
Plain Linoleum

PLAIN LINOLEUM

FLOORS OF INDIVIDUAL DESIGN



No. 49 Coral
Plain Linoleum



No. 24 Pearl Gray
Plain Linoleum

shown on page 26. The breakfast room floor on page 13 is an outstanding example of linoleum in special designs. Other suggestions appear on pages 8, 10, 11, 15, 16, and 17. Please call on our Bureau of Interior Decoration for ideas.



No. 21 Evergreen
Plain Linoleum



No. 44 Willow Green
Plain Linoleum



No. 45 Fawn
Plain Linoleum



No. 29 Cadet Blue
Plain Linoleum



No. 40 Ruby
Plain Linoleum



No. 42 Jade
Plain Linoleum



No. 41 Orange
Plain Linoleum



No. 30 Midnight Blue
Plain Linoleum



No. 39 Chinese Red
Plain Linoleum



No. 25 Terra Cotta
Plain Linoleum



No. 48 Canary Yellow
Plain Linoleum



No. 43 Oriental Blue
Plain Linoleum



No. 46 Chocolate
Plain Linoleum



No. 28 Tan
Plain Linoleum



No. 23 White
Plain Linoleum



No. 27 Black
Plain Linoleum

FLOORS OF YOUR OWN DESIGN

Perhaps you're one of those fortunate people blessed with originality . . . a flair for doing things in your own artistic way. What fun you can have designing your very own linoleum floor! There's hardly any limit to what can be done with all those plain and Jaspé colors shown on the preceding pages.

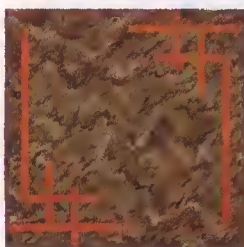
You can express your originality and satisfy your desire for something distinctive in three ways: with Linosets, with borders, or with a floor that is entirely custom-built, like that in the girl's room on page 8. Linosets are distinctive figures which are cut from linoleum and set right in the floor. These figures can be almost anything you fancy — nursery rhyme characters, symbolic motifs, star shapes,

signs of the zodiac, monograms, conventional ornaments, etc. Several examples are shown below.

Border treatments, likewise, are virtually limitless in color and character. Armstrong offers Linostrips, narrow pieces of Plain, Raybelle, and Marbelle Linoleum, which can be combined in double, triple, and other multiple border effects. For something even

more distinctive, designs like the four shown here can be developed in linoleum. And be it simple or intricate in design, a tasteful border is "the making" of a floor, framing and accenting its natural beauty.

If you wish, our Bureau of Interior Decoration will gladly assist in working out your ideas.

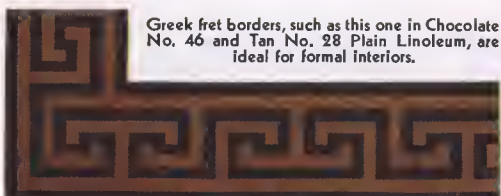
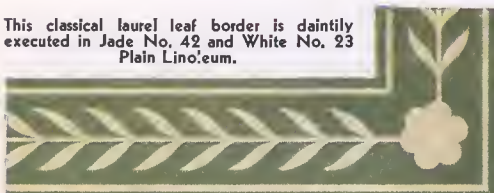


Oriental figures are cut from Orange No. 41. Field is No. 05.



Anchor is cut from No. 23. Coiled rope, No. 28. Field, No. 29.

This classical laurel leaf border is daintily executed in Jade No. 42 and White No. 23 Plain Linoleum.



Greek fret borders, such as this one in Chocolate No. 46 and Tan No. 28 Plain Linoleum, are ideal for formal interiors.



Compass is cut from No. 46. Letters, No. 40. Field, No. 28.



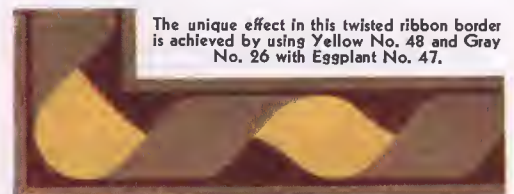
Crossed arrows and star circle are cut from No. 23. Field, No. 27.



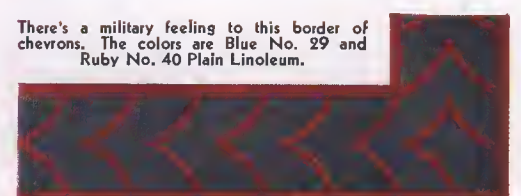
Sagittarius is cut from No. 27. Symbols, No. 40. Field, No. 018.



Grapes are cut from No. 47. Leaves and goblets, No. 42. Field, No. 48.



The unique effect in this twisted ribbon border is achieved by using Yellow No. 48 and Gray No. 26 with Eggplant No. 47.



There's a military feeling to this border of chevrons. The colors are Blue No. 29 and Ruby No. 40 Plain Linoleum.

STREAMLINE EMBOSSED

THE LATEST IDEA IN LINOLEUM



You've never seen floors quite like these latest Armstrong creations. They're Embossed, which means a texture you can see and feel. But they're streamline Embossed, which means longer life, greater beauty, easier cleaning, and no sharp angles where dust and dirt can collect. Other advantages

never found before in any linoleum floor are: (1) a new lustrous finish that speeds cleaning; (2) a new vari-toned shading of the tiles; (3) new two-color interliners that create a realistic handcraft effect; and (4) new clear-tone inlaid colors that hold their refreshing sparkle for a lifetime of service.

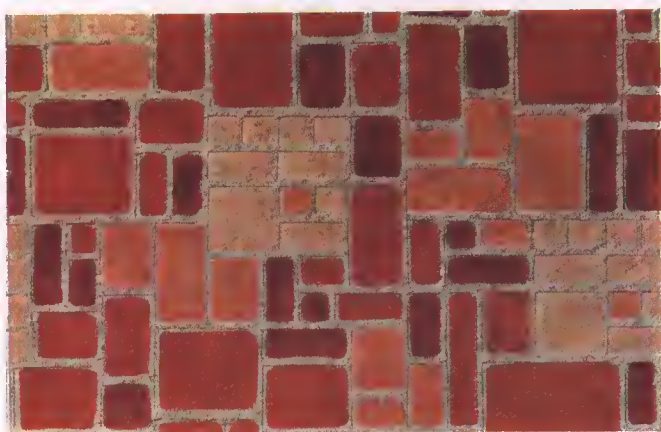


No. 6253 Embossed Inlaid—Heavy ($\frac{1}{8}$ ") Gauge

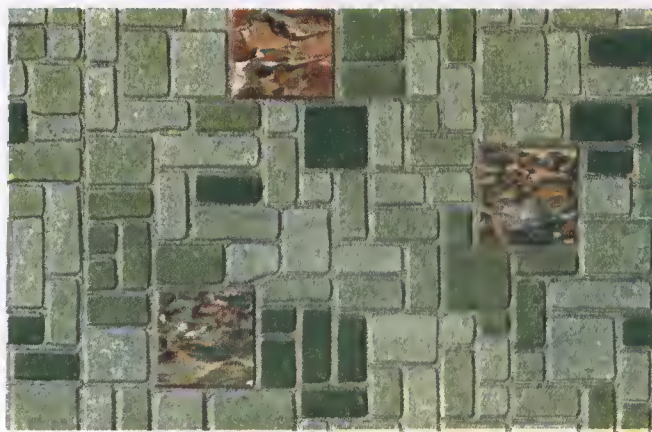


No. 6252 Embossed Inlaid—Heavy ($\frac{1}{8}$ ") Gauge

ARMSTRONG'S EMBOSSED INLAID DESIGNS



No. 5352 Embossed Inlaid—Standard Gauge



No. 5412 Embossed Inlaid—Standard Gauge



No. 3330 Embossed Inlaid—Medium Gauge



No. 6341 Embossed Inlaid—Heavy ($\frac{1}{8}$ ") Gauge



No. 3281 Embossed Inlaid—Medium Gauge



No. 6271 Embossed Inlaid—Heavy ($\frac{1}{8}$ ") Gauge



No. 6290 Embossed Inlaid—Heavy ($\frac{1}{8}$ ") Gauge

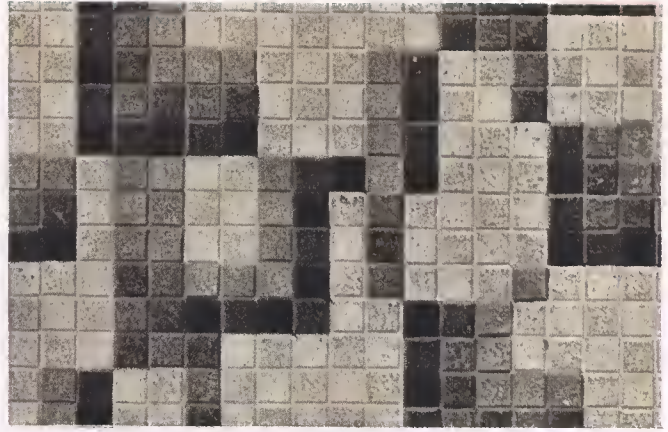


No. 5410 Embossed Inlaid—Standard Gauge

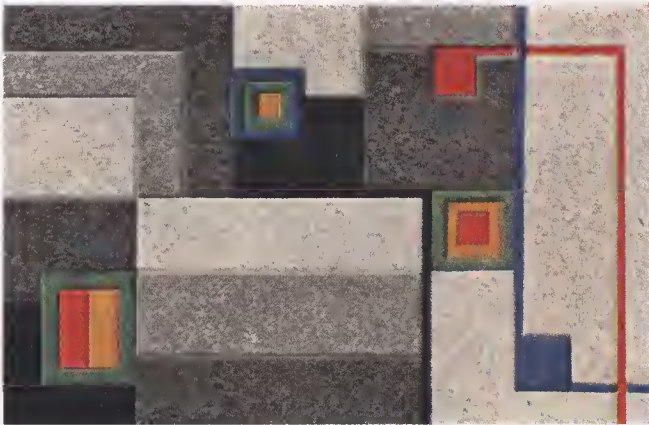
ARMSTRONG'S EMBOSSED INLAID DESIGNS



No. 6260 Embossed Inlaid—Heavy ($\frac{1}{8}$ ") Gauge



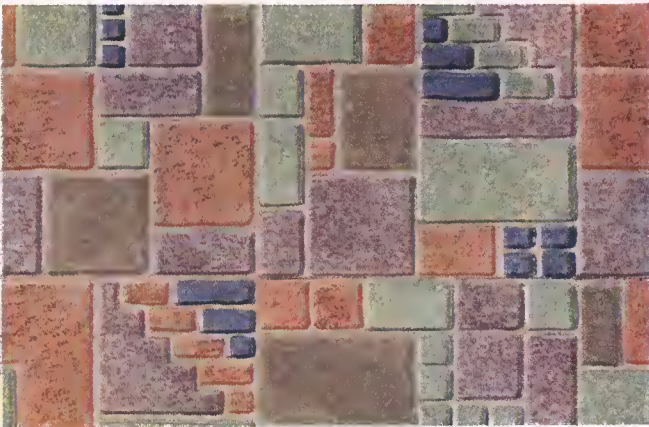
No. 5441 Embossed Inlaid—Standard Gauge



No. 5531 Embossed Inlaid—Standard Gauge



No. 3280 Embossed Inlaid—Medium Gauge



No. 3291 Embossed Inlaid—Medium Gauge



No. 6310 Embossed Inlaid—Heavy ($\frac{1}{8}$ ") Gauge



No. 3290 Embossed Inlaid—Medium Gauge



No. 3292 Embossed Inlaid—Medium Gauge

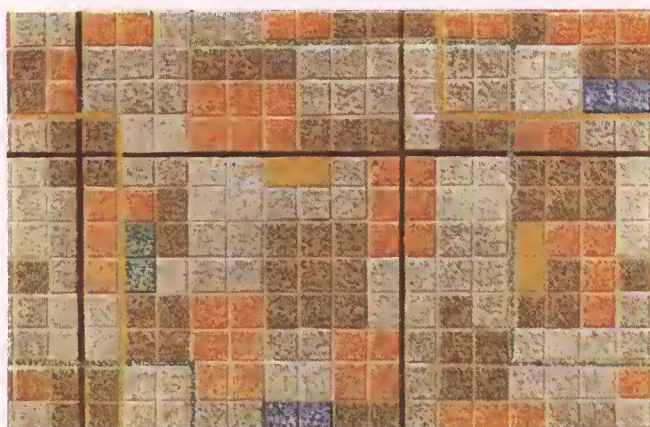
ARMSTRONG'S EMBOSSED INLAID DESIGNS



No. 3382 Embossed Inlaid—Medium Gauge



No. 6291 Embossed Inlaid—Heavy (1/8'') Gauge



No. 5461 Embossed Inlaid—Standard Gauge



No. 3360 Embossed Inlaid—Medium Gauge



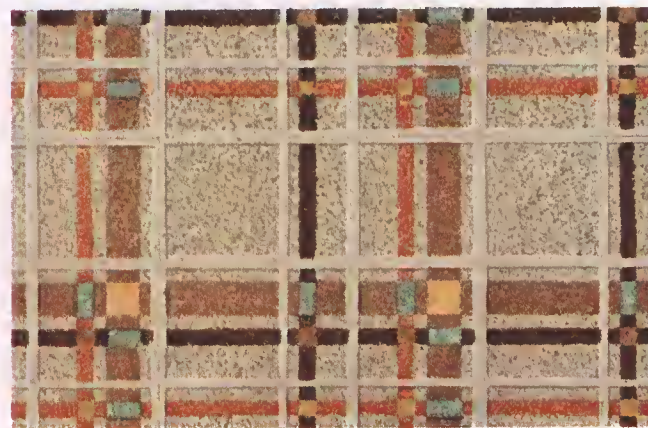
No. 3391 Embossed Inlaid—Medium Gauge



No. 3293 Embossed Inlaid—Medium Gauge



No. 3350 Embossed Inlaid—Medium Gauge



No. 5472 Embossed Inlaid—Standard Gauge

≡ MANY NEW EFFECTS IN

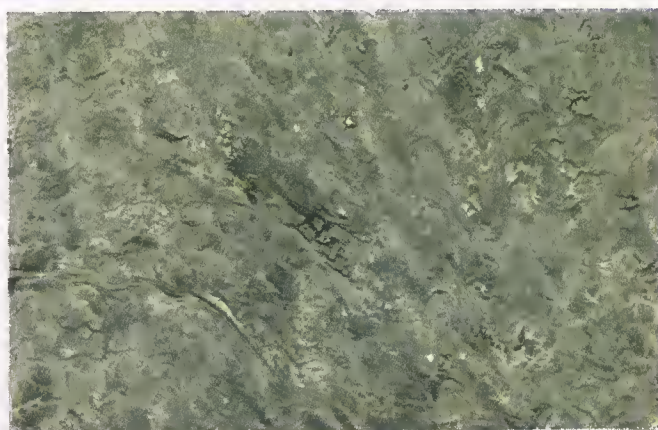
MARBLE INLAID

≡

One of the very finest floors that you can select for your home is a marble inlaid linoleum. There is a richness about these floors that makes for deep and lasting satisfaction. They are easy to live with! On this and the next three pages we show you some of the many exquisite marble effects now available in Armstrong's Linoleum. Only by seeing the material itself can you appreciate its delicate shadings.



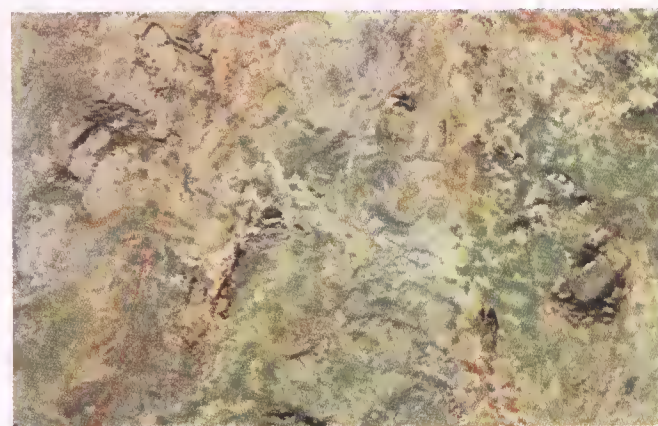
No. 03 Marbelle



No. 08 Marbelle



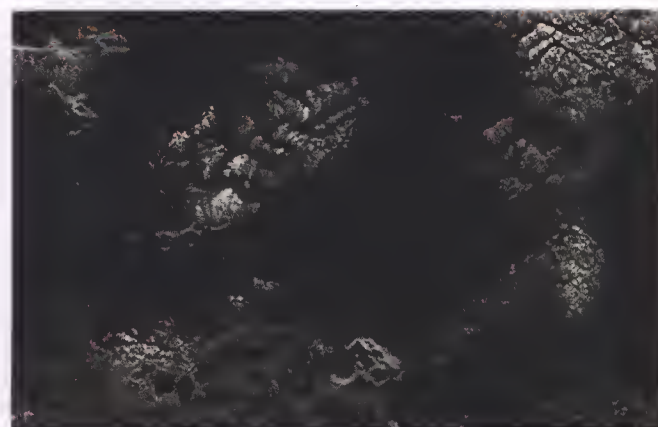
No. 01 Marbelle



No. 030 Marbelle

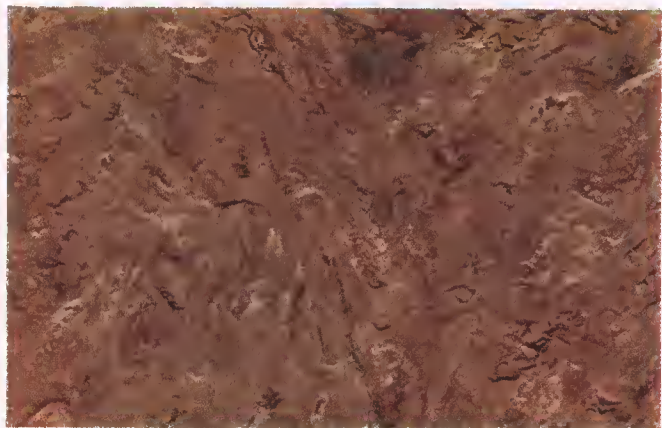


No. 06 Marbelle



No. 021 Marbelle

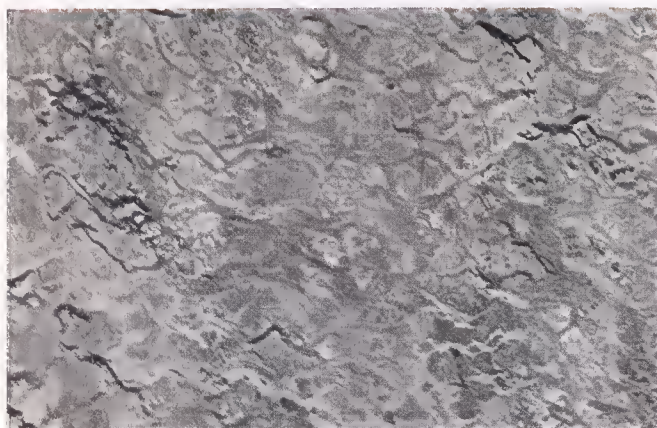
MARBLE INLAID DESIGNS



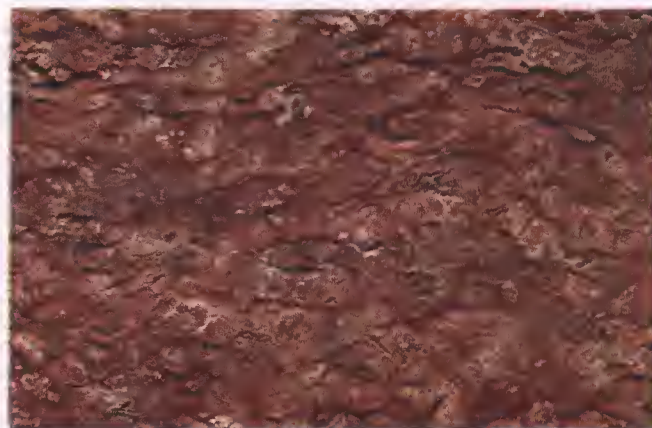
No. 05 Marbelle



No. 09 Marbelle



No. 018 Marbelle



No. 017 Marbelle



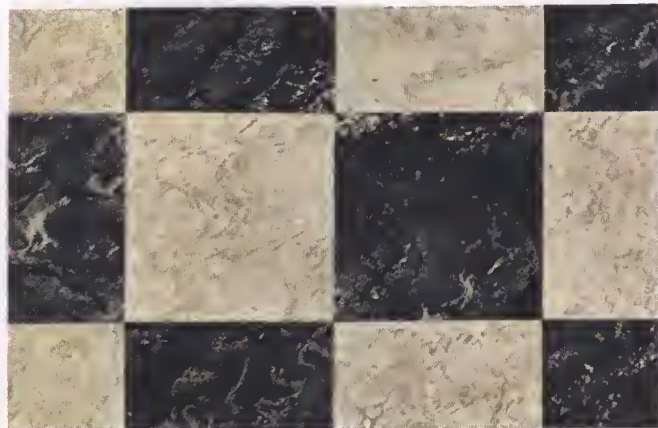
No. 14282 Straight Line Inlaid—Medium Gauge



No. 14250 Straight Line Inlaid—Medium Gauge



No. 14281 Straight Line Inlaid—Medium Gauge

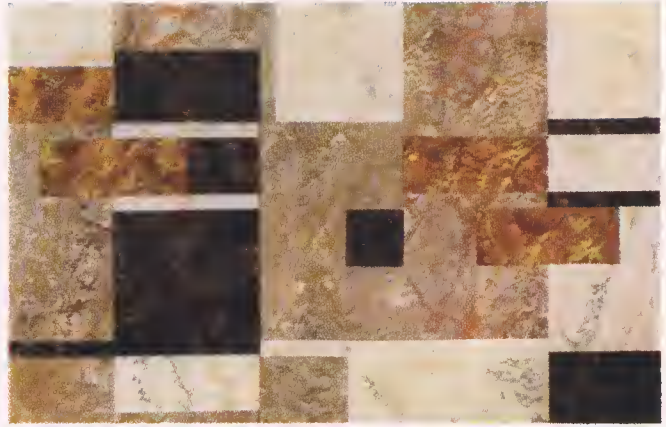


No. 246 Straight Line Inlaid—Heavy ($\frac{1}{8}$ '') Gauge

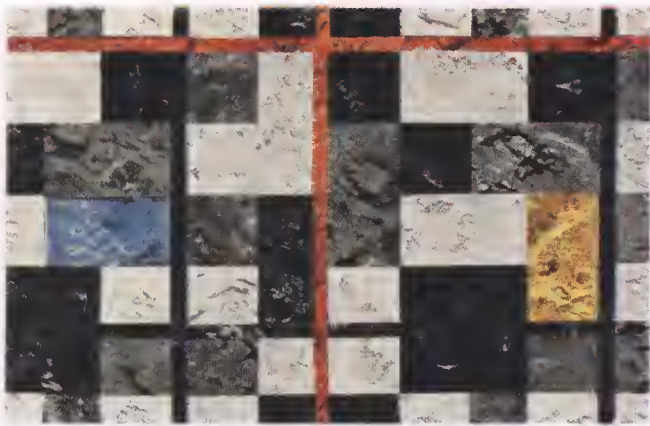
MARBLE INLAID DESIGNS



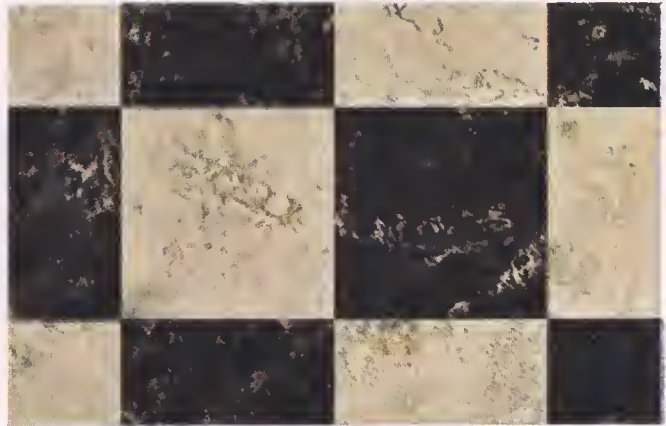
No. 552 Straight Line Inlaid—Heavy ($\frac{1}{8}$ " Gauge)



No. 0682 Straight Line Inlaid—Standard Gauge



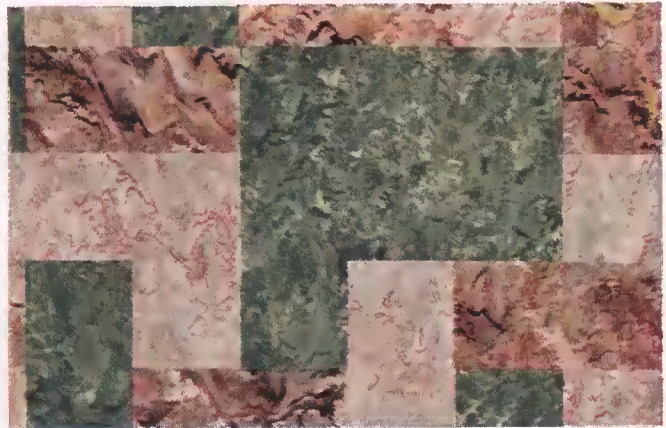
No. 0670 Straight Line Inlaid—Standard Gauge



No. 14011 Straight Line Inlaid—Medium Gauge



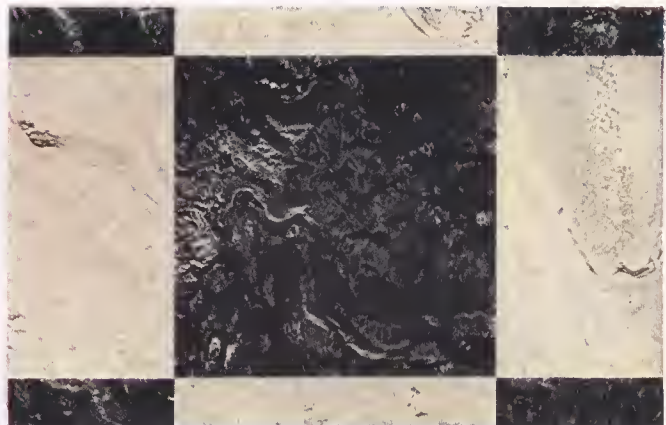
No. 0610 Straight Line Inlaid—Standard Gauge



No. 14160 Straight Line Inlaid—Medium Gauge



No. 620 Straight Line Inlaid—Heavy ($\frac{1}{8}$ " Gauge)

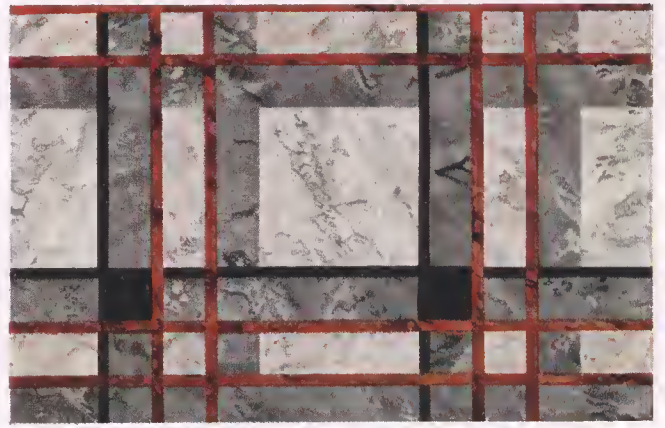


No. 13020 Straight Line Inlaid—Heavy ($\frac{1}{8}$ " Gauge)

MARBLE INLAID DESIGNS



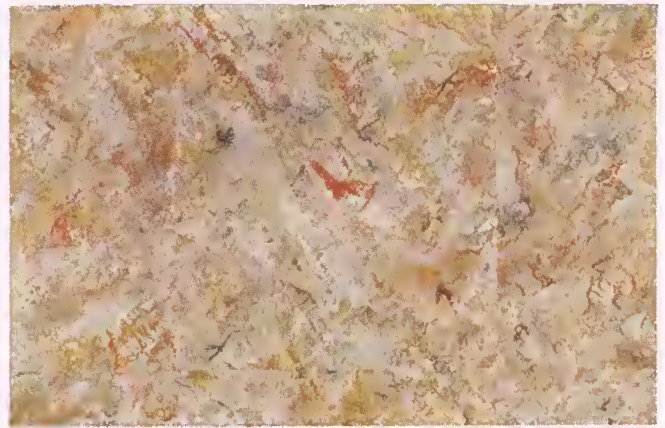
No. 0365 Straight Line Inlaid—Standard Gauge



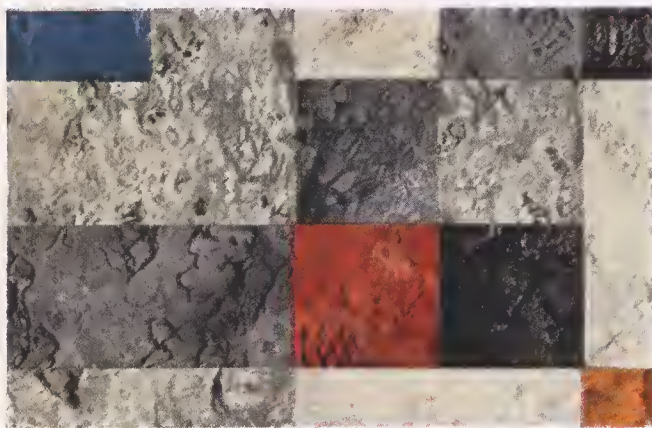
No. 0346 Straight Line Inlaid—Standard Gauge



No. 0367 Straight Line Inlaid—Standard Gauge



No. 0382 Straight Line Inlaid—Standard Gauge



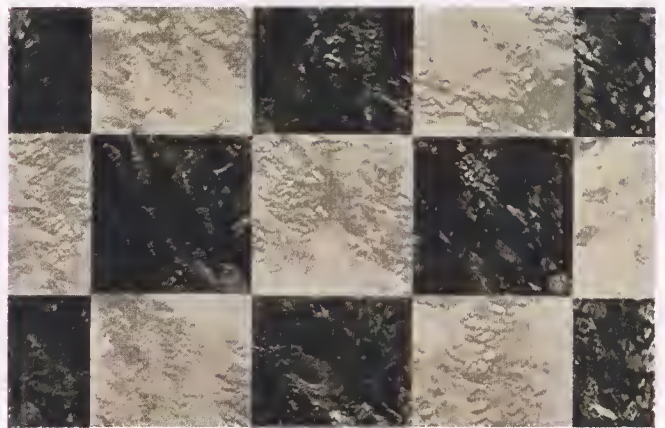
No. 14271 Straight Line Inlaid—Medium Gauge



No. 0356 Straight Line Inlaid—Standard Gauge



No. 0368 Straight Line Inlaid—Standard Gauge



No. 0286 Straight Line Inlaid—Standard Gauge

ARMSTRONG'S QUAKER RUGS

AND FLOOR COVERING



It's your guarantee that the rug you buy is a genuine Armstrong's Quaker Rug . . .

Even limited budgets can buy a lot of floor beauty these days. Armstrong's Quaker Rugs, in a variety of designs to suit any taste, are built for willing service . . . made from good thick felt, printed in rich oil colors, and surface-sealed against spotting and staining. Cleaning is quick and easy . . . you dust these rugs just as you dust fine furniture. Spilled things that would ruin most ordinary floors wipe off without leaving a trace. This ease of clean-

ing saves you precious minutes every day for things you really like to do. Armstrong's Quaker Rugs are suitable for any room.

They are made in all popular room sizes as well as in extra large sizes 11 $\frac{1}{4}$ x 12 feet and 11 $\frac{1}{4}$ x 15 feet, an exclusive Armstrong feature. Many people prefer them for cottages and summer homes. If you want to cover your entire floor, Armstrong's Quaker Floor Covering is offered in 2-, 3-, and 3 $\frac{3}{4}$ -yard widths.



No. 4665 Armstrong's Quaker Rug



No. 4831 Armstrong's Quaker Rug

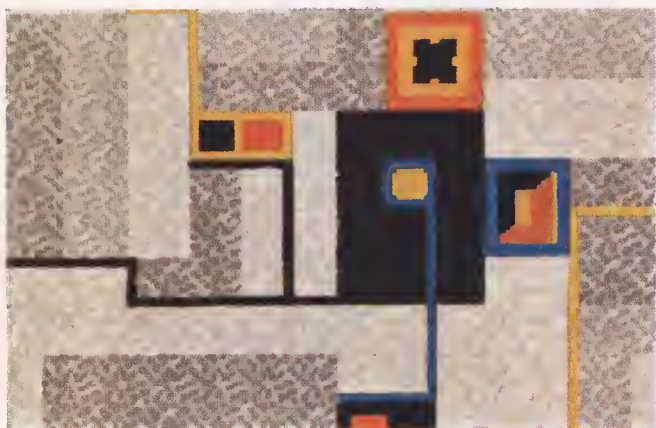
QUAKER RUGS AND FLOOR COVERING



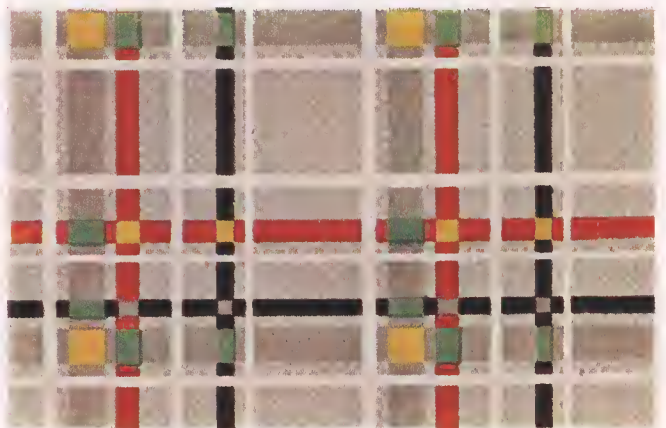
No. 4655 Armstrong's Quaker Rug



No. 4576 Armstrong's Quaker Rug



No. 2892 Armstrong's Quaker Floor Covering



No. 2760 Armstrong's Quaker Floor Covering



No. 2851 Armstrong's Quaker Floor Covering



No. 2880 Armstrong's Quaker Floor Covering



